Board Meeting - 16th of July 2025 - Employee Tasks

Asim Bey	Discuss China team's performance on Xiaohongshu.
Aayush	Check Trustpilot reviews and ensure compliance for bonus eligibility (with Anil).
Aayush	Pay close attention when reviewing, and take guidance from the landing pages created by Dinara's Institutions—especially those for Omnes Business School, UTM, Guildhall School, SOAS, LSBF, Hult, and the London Event School. We currently have 75 landing pages, and support from the Sales team is needed to ensure quality and consistency across all of them.
Fulya	Arrange to visit more agencies in Turkey.
Dateme	We should create dedicated groups or channels on platforms such as WhatsApp, Telegram, Pinterest, and WeChat to engage more parents and drive additional sales for the company. Additionally, we can organize webinars to further support outreach and conversion.
Dateme	Promote Le Cordon Bleu in marketing.
Dateme	Add "display only" or "images are marketing purposes" signs to marketing images regarding room photos. As We received a complaint regarding room expectations based on the images shown.
Dateme	Launch PR campaign for Londonist Scholarship Program.
Anil	Reviewing the entire team's KPIs related to sales performance, specifically focusing on conversion rates. This includes evaluating the number of calls made by the team, the effectiveness of their communication with the Operations department, and the level of engagement from line managers.
Anil	Check Trustpilot reviews; ensure sales agents follow rules (with Aayush).
Anil	Check self-employed onboarding option for Londonist Hospitality.
Dinara	Establish policy in the contract to prevent students from swapping rooms.
Dinara	reach out to LSE to re-establish the partnership, as they have provided strong leads for us in previous years.
Dinara	Provide free standard packs to top 5 buyers and highlight in quotations.
Dinara	Ensure Londonist is at the top on Le Cordon Bleu website.
Dinara	Visit language schools to increase engagement.
Dinara	Thoroughly review all the Operational issues. Please go through them one by one to identify what the problems are, why they occurred, and what compensation we can offer.
Murat	Track progress on Unico Acco, Casita, Awehome, and Funliving marketplaces.
Umang	Address negative commentary from residence receptions; report and manage with residence leadership.
Richard	Flag and respond to negative Trustpilot reviews well.
Richard	Review deposit refund policy and parental payments.
Mustafa	Analyse the ticketing system for better reporting.
Mustafa	Select 5 residences to trial new system.
Sude	Research and help launch the Londonist Scholarship Program.